



The International Spy Museum has advanced the development of the museum experience, and extended it well into the world of experiential entertainment. It has created a successful “for profit” model, while adroitly walking the line combining accurate and intriguing historical content and artifacts with engaging interaction, environments (and canny marketing). The accomplishment is particularly notable given its location in the highly concentrated, competitive (where the other museums are free) Washington D.C. museum market. The \$28 million International Spy Museum, located in Washington D.C., opened in July 2002. The Museum presents the history and “romance” of espionage through environments and galleries ranging from “Covers and Legends” and “Breaking the Code” to “School for Spies.” Each section of the museum contains compelling interactive opportunities and excellent media presented in atmospheric environments and beautifully designed galleries that capture the imagination and allow visitors to enter the shadowy world of spies, spooks and double agents.

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